PROJECT NUMBER: 4022
PROJECT TITLE: International Product Development
PROJECT LEADER: R. E. Tinker, L. Mims Evans, C. B. Altizer
PERIOD COVERED: July, 1987

I. PROJECT M-86 (PANAMA)

A. **Objective**: Develop a local menthol product to compete with Kool.

B. **Results**: Top line results of single pack test (N=150) vs. Kool indicate a slight preference for the test cigarette (No. 845). Complete SPT Report will be available August 10.

C. **Plans**: An extended consumer test may be conducted to verify the single pack test results.

II. CHESTERFIELD MENTHOL (COSTA RICA)

A. **Objective**: Relaunch Chesterfield Menthol with new blend and casing system.

B. **Results**: Blends, casings and flavors have been submitted to Costa Rica for factory trials.

C. **Plans**: Prepare and evaluate prototypes in Costa Rica in August 1987.

III. PROJECT COUNTRY (PHILIPPINES) (L. M. Evans)

A. **Objective**: Bring the smoking characteristics of Marlboro closer to the characteristics of the Richmond - produced Marlboro.

B. **Results**: The project flavor system has been finalized and the prototype will be produced for consumer testing as soon as the reconstituted tobacco is available for the blend. The recon plant is currently on strike.

C. **Plans**: The new prototype will be consumer tested as soon as reconstituted tobaco is available.

IV. METRO (PHILIPPINES)

A. **Objective**: Develop a low cost mentholated product (Monterey) for the middle or low price category.

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B. **Results**: The product has been produced for possible market introduction in September. Samples have been sent to Richmond for evaluation.

C. **Plans**: No additional work is required at this time.

V. MARLBORO (MALAYSIA)

A. **Objective**: Increase the amount of Malaysian tobacco in the blend.

B. **Results**: Two prototypes (control and test) were produced in Malaysia for consumer testing. The Malaysian tobacco in the blend was increased from 24.6 to 35.0 percent. Based on the objective and subjective evaluation of the cigarettes, they were not different.

C. **Plans**: The last shipment of strips to Malaysia was BBS #7, which is for the increased level of Malaysian tobacco.

VI. PROJECT BALTHAZAR (JAPAN) (C. B. Altizer)

A. **Objective**: Develop a Marlboro Lights with a charcoal filter and 50% Japanese tobacco to be manufactured by JTI.

B. **Results**: Subjectively and analytically acceptable prototype with a 15 CA/10 charcoal filter. Product team has presented JTI with preliminary specifications. Analytically acceptable prototypes have been constructed using four new blends.

C. **Plans**: Subjective acceptability of new blends is pending; prototypes using JTI cigarette and tipping papers will be constructed in early August. Development of a sixteen milligram balthazar has been initiated; prototypes to be constructed early August.

VII. PROJECT STARSHIP (JAPAN)

A. **Objective**: Develop a 12 mg. charcoal filter product which in conjunction with a young American image will compete successfully with the latest US imports.

B. **Results**: Test flavors have been made and requests submitted to Semiworks, using Chesterfield improved blend.

C. **Plans**: First series of prototypes to be available in August.

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Source: https://www.industrydocuments.ucsf.edu/docs/rjgm0000

VIII. PROJECT MERIT/GALAXY (JAPAN)

A. **Objective**: Develop a low delivery (7 mg.) product with full flavor response.

B. **Results**: Four seven milligrams prototypes have been developed and sent to Japan for product testing on Danchi Panel:

1) USA Merit Blend with Mount type filter.
2) Mount Blend/Merit AC with Mount type filter.
3) Mount Blend/Kent direction with Mount type filter
4) Mount Blend/Distinctive flavor with Mount type filter

C. **Plans**: Three PMI product tests are scheduled to be completed the week of August 3, 1987.

1) Mild Seven Lts. vs. Merit I (7 mg. Mount Blend/Kent Distinction with flush-fluted filter)
2) Mild Seven Lts. vs. Merit II (7 mg. Mount Blend/Kent Direction with Mount type filter)
3) Mild Seven Lts. vs. Merit III (7 mg. Mount Blend & Flavors with flush-fluted filter)

IX. PROJECT OLIVE (JAPAN)

A. **Objective**: Develop an ultra low tar cigarette to compete with Caster K.S.

B. **Results**: Danchi panel testing complete. Oliver I (8 mg.) was preferred over Olive II (6 mg.). PMI topline results complete; Olive I and Olive II both preferred over Caster King Size.

C. **Plans**: Product Development complete, pending launch decision.

X. LARK IMPROVEMENT (JAPAN)

A. **Objective**: Optimize Lark family in order to achieve higher consumer acceptance in blend product testing.

B. **Results**: Lark Milds prototypes and Lark full flavor prototypes to be available in early August.

C. **Plans**: Test both prototypes on Danchi Panel.

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XI. MOUNT 11MG (JAPAN)

A. Objective: Redesign current PM Lights using Mount blend (11 mg tar)

B. Results: Prototypes produced and shipped to Japan for Danchi and PMI product testing.

C. Plans: Awaiting test results.

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Source: https://www.industrydocuments.ucsf.edu/docs/rjgm0000